HOW TO CONDUCT AN EXIT POLL

Provides quick, easy answers to one close-ended question with immediate results.

WHO

- Any age.

FREQUENCY

- Daily, weekly or biweekly.

ALLOTED TIME

- Seconds.

SETTING

- Any place a question can be posted and containers or poster set up.
- Position at front door if you prefer for members to answer as they exit the Club. If not, set it up in a hallway or gamesroom.

PREPARATION

- Token poll: gather containers like jars or buckets, label them with appropriate answers (e.g., Sometimes, Always, Never), then give members tokens (beads, buttons, etc.) to drop in the container that agrees with their answer.
- Sticker poll: write the question on a poster board or flipchart. Section it off so that each answer has a designated area for youth to place stickers.
- Set up polling place.

CONSIDERATIONS

- For younger members, consider using emojis or images for response options.
- Make it a standard check-out feature on a daily basis or certain days, with members receiving a token or sticker as they exit.
- Create a single-question survey on a tablet or computer with a free online tool such as SurveyMonkey. (Be sure to select the option that allows for multiple responses from one computer.)
- If collecting data on a sensitive topic like emotional safety, place the polling area in a private yet accessible area.
- To get feedback from parents and guardians, set up a separate poll that they can answer during pick-up.

HOW TO SUMMARIZE RESPONSES

- Count all tokens or stickers, which represents the total number of responses.
- Count how many tokens or stickers each response received.
- To calculate the percentage of members who chose the same answer, divide the number of responses for that answer by the total number of responses. Ex: If 40 members participate in an exit poll and 30 select a "happy" emoji as their answer, this is represented as 30/40 = 75%.
- If tracking responses to the same question over time, create a spreadsheet using the following instructions:
    - First row: label columns with "Date" and each answer option (e.g., Never, Sometimes, Always).
    - Second row: enter the date of your first poll and the number of responses submitted for each answer.
    - For each additional poll that uses the same question, enter its date and data in a new row. This will allow you to graph changes over time. Download a sample at BGCA.net/Operations/DCM.